THE ACCOMMODATION PROGRAM

NON-SMOKERS AND SMOKERS WELCOME

120 PARK AVENUE, NEW YORK, NY 10017-5592

Dear Business Owner:

As a valued participant in The Accommodation Program, we want you to know what the program is doing for you. So we've enclosed a sample of our latest mail package that is being sent to thousands of potential new customers in your area.

When you open the package, you'll find a copy of The Accommodation Program Guide. Your listing in the guide tells people that their preference to smoke or not to smoke will be accommodated in your establishment.

As you can see, the handy reference guide has been designed to "take along" in a purse or pocket. So when people go out for dinner or an evening of entertainment, they can look you up. By displaying the distinctive red and green symbol of The Accommodation Program, you'll be making it easier for people to find you.

You're part of a growing group of businesses who have become participants in The Accommodation Program. Nationwide, more than 25,000 restaurants, hotels and bowling centers participate in the program, which is designed to help businesses like yours effectively designate separate non-smoking and smoking sections.

As you know, The Accommodation Program provides you with special training materials, resources and information on enhancing ventilation—all free of charge. If you need any additional program materials, just call 1-800-929-1414.

In the meantime, take a few minutes to review the enclosed guide. Remember, you are an important participant in The Accommodation Program.

And now, thousands of people in your area know it, too!

Sincerely,

The Accommodation Program

Courtesy of Philip Morris Incorporated

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Source: https://www.industrydocuments.ucsf.edu/docs/zqwp0003